

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS  
OF GATEWAY TO L.A. PBID INC.  
CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION  
September 10, 2009**

The board of directors meeting of Gateway to L.A. PBID, Inc. a California nonprofit mutual benefit corporation was held on September 10, 2009 at 8:00 a.m. at the Hilton Los Angeles Airport Hotel, Los Angeles.

27 individuals attended the meeting as follows:

- Grant Coonley, Hilton LAX
- Wendy Greuel, City Controller
- Glenn Sampert, Westin Hotel
- Israel Mora, Courtyard by Marriott
- Steven Hall, LAX Marriott
- Paul Gnasso, Ace Parking
- Conrad Klingenstein, Jamison Properties
- Kari Hughes, AMB Properties
- Sarah Levine, La Quinta Inn & Suites
- Doug Lambeck, Decron Properties
- Charles Bassett, LRW Investments
- Bruce Nahid, LAT Investments
- Phil Campanelli, Embassy Suites
- Michael Washington, Sheraton Gateway to .A
- Ed Pomponio, Destination Shuttle
- Erik Dahlerbruch, Four Points Sheraton
- Michael Payton, Crowne Plaza Hotel
- Vahan Barseghian, DWP
- Noreen Chambers, The Gas Company
- Dorene Ainsworth, Universal Protection Svc
- Lance Oishi, Bureau of Street Services
- John Noguez, L.A. County Tax Assessor
- Roderick Diaz, METRO
- David Monks, METRO
- Daniel Tarica, Office of Controller
- Jim Kennedy, Councilman Rosendahl's office
- Jim Sakalis, Gateway to L.A.
- Laurie Hughes, Gateway to L.A.

**1. WELCOME / INTRODUCTIONS**

*Grant Coonley welcomed the board members and guests..*

**2. PUBLIC COMMENTS**

*No comments from the public.*

**3. APPROVAL OF BOARD OF DIRECTORS MEETING MINUTES – July 9, 2009**

*Approved as presented*

**4. FINANCIAL REPORT**

*Laurie Hughes presented the Budget vs. Actual report for January through August 2009 reflecting total income of \$1,090,827.81 and total expenses of \$792,730.54 for the period. The financial report was unanimously approved by the Board of Directors.*

## 5. EXECUTIVE DIRECTOR'S REPORT

### Operations

*DOT proposing to review speed limit on Century Blvd. from 35 mph to 40 mph. This adjustment is just to bring mph up to current flow rate.*

### Ambassador Program

#### *Homeless*

- *2 homeless subjects were arrested by LAPD, held for 72 hour evaluation, seeking placement in a county facility to assist them*
- *Chrysalis removed homeless encampment at La Cienega with help of LAPD*
- *No significant increase in numbers of homeless*

#### *Panhandler*

- *Panhandler traffic about the same*

	<i>July-09</i>	<i>July-08</i>	<i>Aug-09</i>	<i>Aug-08</i>
<i>Citizen Contacts</i>	856	731	1044	661
<i>Panhandler Contact</i>	149	117	132	94

### Theft from for motor vehicle

- *Theft of catalytic converters is increased*

#### *Trolley Passengers*

	<i>July-09</i>	<i>July-08</i>	<i>Aug-09</i>	<i>Aug-08</i>
<i>Passengers</i>	7801	9590	7176	8481

<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>
18,829	42,495	49,327	56,266	64,690	79,501	52,147
	+125%	+16%	+14%	+13%	+23%	5% below 8 months 08

### Passenger Totals by Year

*Ocean Express Trolley was in an accident on Sunday, August 30. No injuries.*

*Engine Control Systems to install the trolley exhaust system retro fit/AQMD inspections – September 11 – 18.*

### Hospitality Enhancement Zone Ordinance follow-up

On-going interface with Gabe Sermeno (Mayor's Business Team) and Jim Kennedy (CD 11) following up on HEZ benefits.

- Working with L.A. Inc. on the Marketing pieces included in the benefits pkg.
- Mayor's office is working on the Gross Receipts Tax issues:
  - Two parallel efforts ongoing –
  - Inclusion in the California Enterprise Zone
  - Working with the City Attorney's office to draft language for the Gross Receipts Tax cap however not ready to make the proposed language public. It is being patterned after a lease term (possibly 5 – 10 years)

### Marketing

On-going coordination with LA Inc. on new destination marketing brochure. Draft format reviewed with Julia Kopischke. Photography to be taken.

Video – Go2Productions to start shooting video.

Website under development.

### Administration

Annual Meeting –

- Move date to November 12<sup>th</sup>, guest speaker – City Attorney, Carmen Trutanich
- Board of Director's slate - request members to submit suggestions for changes in board.
- Survey of Membership

International Downtown Association Conference – September 11 – 15, Milwaukee, WI

Vacation – October 9 – 25, New Zealand

Holiday Lunch Concert – November 24 at the Sheraton Gateway

Holiday Reception for Membership – December 8 at the Renaissance Montura

### Community Outreach

Fire Station 95 – electric gate being installed.

## **5. SPECIAL GUEST SPEAKER – CITY CONTROLLER – WENDY GREUEL**

*Ms. Greuel's address to the directors of Gateway to L.A. included a brief overview of her accomplishments in 7 years on the Los Angeles City Council through her work as Vice Chair of the Budget Committee, and Chair of the Transportation Committee. Most notable of Wendy's many accomplishments is her effort to make Los Angeles more business-friendly by implementing business tax initiatives like the reduction of the business tax by 15% and elimination of the business tax for over 60% of small businesses. She also expressed her support of an effort still before City Council to waive the Transient Occupancy Tax (TOT) on rooms for airline crews staying at L.A. hotels as a means to give hotels a level playing field when competing against hotels in surrounding cities.*

*As City Controller, Ms. Greuel's will be responsible for audits – holding people accountable, financial reporting, and accounts payable. The first audit under her administration will be of the Convention Center. Her office will be looking at how the city contracts and reviewing how funds are spent as demonstrated by the 'lunchgate' issue. Wendy also wants to make sure that the City Council sees the audits. In these challenging economic time, her focus will be on jobs, jobs, and more jobs.*

## **7. STREET & SIDEWALK IMPROVEMENTS UPDATES**

*Lance Oishi, from Bureau of Street Services, reports that Street & Sidewalk Improvements are moving ahead as planned. As requested at the prior meeting, a work schedule was distributed to Gateway to L.A. members*

## **8. DWP PLANS FOR UNDERGROUNDING UTILITIES UPDATE**

*No progress to report.*

## **9. NEW BUSINESS**

### **• CRENSHAW TRANSIT CORRIDOR PROJECT**

*For informational purposes only, David Monk from Metro gave a presentation on the Crenshaw Transit Corridor Project. There are 2 build alternatives that will have possible impact / benefit to Century Corridor properties – 1) BRT (Bus Rapid Transit, and 2) LRT (Light Rail Transit). A possible station will be located near Century Blvd. and Aviation Blvd. Comment Period on the DEIS / DEIR is September 11, 2009 – October 26, 2009. Members are invited to attend community meetings to learn more about the project.*

Meeting adjourned.